

Spring 1958

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Experience That
Builds Your Business

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Packaged Plants by **BURR**

C. R. BURR & COMPANY, INC.
MANCHESTER, CONNECTICUT

ROSES
SHRUBS
TREES



BURR

builds your business

**with first quality plants . . . in
first quality packaging**

MORE DOLLARS FOR YOU

Here's the way to cash in on the proven appeal of living plants — backed up by all the power of modern merchandising — and without the old fashioned muss and fuss!

You price your packaged plants at twice your cost — and more — for most varieties, and sell out fast at the peak of the buying season. And since they are available for sale sooner than most bare root stock, you get precious extra weeks to pile up the profits.

MORE TRAFFIC FOR YOUR STORE

Here are guaranteed traffic builders. Roses! Flowering Crabs! Flowering Plums! Forsythia! Mock Orange! Flowering Almond and dozens more! Win new attention to your ads, put new sparkle in your displays, watch your impulse sales mount higher and higher.

COMPLETELY SELF-SERVICE

Dramatic displays of glittering foil packages attract customers like a magnet. And what says quality quicker than gold and silver? Buyers move in close. They heft the jumbo pack (it weighs over four pounds). They examine the husky green canes. They see the big picture in full color on the label with planting instructions underneath. They tuck their selections under their arm, pay you and hurry home — delighted!

OUTSTANDING PACKAGING

Burr plants are packed as firmly as a cigarette — never have that lumpy look. A secret waxing process keeps rose bush canes green and healthy. The wire clasp will not rust. Two pounds of imported peat moss in every pack holds moisture like a sponge. An inner liner, coated with polyethylene, provides still more moisture protection to assure you of maximum shelf life.

NO MUSS OR FUSS

No labeling, pruning or heeling in to do. No dirt. No slow-downs while customers wait to be served. No wrapping time or expenses. Just display and sell! Each shipping carton of twelve is plainly marked as to variety.

COMPLETE MERCHANDISING KIT

You will receive a kit full of sales ideas, display suggestions and merchandising tips. In addition, Burr offers wall charts showing dozens of plants in full color, helpful ad mats, a giant sign, sturdy metal display racks — everything you need to make maximum profits on packaged plants.

All Burr products and promotions are designed for *the dealer*. No sales are made to the consumer through the mails. For on-the-spot assistance, you can depend on your well-trained Burr representative.

C. R. BURR & Co., Inc., MANCHESTER, CONNECTICUT
TELEPHONE: MI 3-1561

Wholesale Price and Variety List for Dealers

SEASON: Spring 1958
Packaged plants are available for shipment after January 20, 1958.

TERMS: 2% 10 days, Net 30 days
F. O. B. Manchester, Conn.
(Also F. O. B. Fort Wayne, Ind.)

UNITS: All Roses, Shrubs, Fruit Trees and Ornamental Trees must be ordered in units of twelve of a variety. Hedge — multiples of twelve bundles of a variety regardless of number in bundle.

SHIPPING: We welcome our customers' instructions regarding shipping. In the absence of definite instructions, we will use our own judgment, with the distinct understanding that our exercise of such judgment cannot result in any liability to us.

Claims for shortages, unsatisfactory stock, or for any cause whatsoever must be made in writing direct to C. R. Burr & Company, Inc., Manchester, Connecticut, *within ten days from the receipt of shipment*. Any shipment damaged by a transportation firm should be inspected by a representative of the carrier within 48 hours if damage is to be claimed.

WARRANTY: All stock is warranted to be true to name, and at our option we will either replace or refund the purchase price of any item which is proved not to be the variety listed herein. No further warranty expressed, implied or statutory is made.

PLEASE NOTE — We accept all orders subject to crop conditions, and on condition that orders may be canceled should injury befall our stock from hail, frost, error in count or other cause beyond our control. All orders are accepted without liability for non-performance if labor shortages or delay in transportation should prevent us from making delivery as specified.

ROSE BUSHES

General Information

All our rose bushes are hardy, two year old, field grown roses and all plants have bloomed in the nursery row. They are budded on Rosa Multiflora Japonica, which our experience has proved to be the hardiest of understock. The roses have been grown by experienced men — dusted, fertilized and cultivated according to the best methods that experience and modern plant science can provide. They are carefully graded and stored in scientifically controlled warehouses, under constant observation until time for packaging. We guarantee that we will ship a live healthy plant, true to name and up to grade. Beyond this, we can assume no responsibility since a rose is, after all, a living thing. We further believe that with reasonable care the plant will live and bloom.

Packaging Information

All Burr roses are individually waxed to help prevent moisture loss and are then packaged in moisture-retaining peat moss to keep the roots fresh while the plants are in transit and on display. It is suggested that this peat be thoroughly mixed with the earth when the rose is planted to improve soil condition. Roses are packed twelve of a variety to a carton, except that the boxed roses will be packed twenty-four to a carton.

Buying Information

Although individual preferences may vary somewhat by locality, the following may be used as a general guide:

CLASSIFICATION BREAKDOWN	
Hybrid Teas	50%
Floribundas	20%
Climbers	30%

COLOR BREAKDOWN	
Reds	50%
Yellows & Blends	30%
Pinks	10%
Whites	10%

Patented Roses

Packaged in Glittering Gold Foil

2 YEARS OLD . . . FIELD GROWN

Patented varieties of roses are offered in the Gold Foil Package only and are the top grades of each variety. The Gold Foil Package has a 4½" x 8" full-color lithograph of the variety with complete planting instructions. This package represents the maximum in eye appeal and gives the customer the opportunity of purchasing the current and past All America Rose Selection Winners in addition to many other leading varieties. These are the varieties that are most heavily advertised and publicized in the Garden Magazines.

Variety List for Patented Roses

Packaged in Gold Foil

PATENTED HYBRID TEAS *Order in Multiples of 12 of a variety.* **Price Each**

The most popular class of roses. Versatile, they may be planted in beds or as accent plants with evergreens or perennials.

RED VARIETIES

American Flagship, brilliant scarlet	\$1.15
*Charlotte Armstrong, spectrum red to cerise	1.45
*Chrysler Imperial, vivid crimson red	1.60
*Mirandy, garnet red	1.45
New Yorker, velvety scarlet	1.45
*Nocturne, cardinal red	1.45
President Eisenhower, brilliant red	1.45
Queen of the Lakes, blood red to carmine	1.15
*Tally-Ho, crimson to cardinal red	1.45

PINK VARIETIES

*Katherine T. Marshall, deep rose pink	1.15
Pink Frost, huge, fragrant pink blossoms	1.60
Pink Princess, deep rose pink	1.15
Show Girl, deep pink	1.45

YELLOW VARIETIES

Burnaby, light yellow	1.60
*Diamond Jubilee, buff yellow	1.30
*Fred Howard, yellow with light pink	1.30
Golden Sceptre, fragrant deep yellow	1.30
*Lowell Thomas, clear canary yellow	1.45
*Mojave, glowing orange	1.70
*Sutter's Gold, golden orange	1.45
V. for Victory, spectrum yellow	1.15

*Winner All American Rose Selections



*Order in Multiples of
12 of a variety.* **Price
Each**

BLENDS

Confidence, light pink to yellow	\$1.45
*Helen Traubel, pink to apricot	1.70
*Forty Niner, red and yellow	1.45
*Peace, lemon yellow, edged pink	1.60
Shades of Autumn, red to pink with yellow	1.15
*Tiffany, deep pink, shaded yellow	1.60

WHITE VARIETY

Sleigh Bells, white with creamy center	1.30
*White Knight, satin white (1958 AARS Winner)	1.80

PATENTED FLORIBUNDA ROSES

This class is rapidly increasing in popular favor. Rose Bushes are low-growing and prolific bloomers. Perfect for borders, mass plantings, landscaping.

RED VARIETIES

*Fusilier, luminescent red, frilled petals (1958 AARS Winner)	1.60
Red Pinocchio, velvety red	1.15
Spartan, burnt orange buds opening to orange-red blooms	1.70
*Vogue, cherry coral	1.30
*World's Fair, deep crimson	1.05

PINK VARIETIES

*Ma Perkins, salmon to shell pink	1.30
Pinocchio, pink and salmon	1.15

YELLOW VARIETIES

*Gold Cup, fragrant lasting golden yellow (1958 AARS Winner)	1.60
Goldilocks, deep yellow	1.15
Yellow Pinocchio, apricot yellow	1.05

BLENDS

*Circus, yellow blended with rich red	1.60
*Fashion, coral peach	1.30
*Jiminy Cricket, coral orange	1.30

WHITE VARIETIES

*White Bouquet, sparkling white, 4-5 inch blooms (1957 AARS Winner)	1.60
White Pinocchio, double white	1.05

**Winner All American Rose Selections*

PATENTED GRANDIFLORA ROSES

*Order in Multiples of
12 of a variety.* **Price
Each**

This is a new classification for roses. Plants are tall with large flowers in clusters but with stems long enough for cutting. Excellent for display and cutting.

RED VARIETY

Carrousel, dark red \$1.30

PINK VARIETY

*Queen Elizabeth, delicate pure pink 1.60

YELLOW VARIETY

Buccaneer, butterfly yellow 1.60

Montezuma, sun orange 1.70

PATENTED CLIMBING ROSES

Ideal for trellis, rustic-fence, lamp-post planting.

RED VARIETIES

Climbing Charlotte Armstrong, cerise 1.60

Climbing Crimson Glory, deep velvety crimson 1.60

Spectacular, scarlet buds opening to double orange-red blooms 1.60

PINK VARIETIES

Aloha, pink pillar 1.60

Dr. J. H Nicolas, rose pink 1.30

YELLOW VARIETIES

Climbing Goldilocks, deep yellow 1.60

Climbing Peace, lemon yellow, edged pink 1.45

*Golden Showers, vivid daffodil yellow (1957 AARS Winner) 1.70

**Winner All American Rose Selections*

NON-PATENTED ROSE BUSHES

Packaged in Shimmering Silver Foil

SELECTED, EXTRA HEAVY . . . 2 YEARS OLD . . . FIELD GROWN
PRICE EACH \$1.00 . . . APPROXIMATE WEIGHT 12 PACKED . . . 52 LBS.

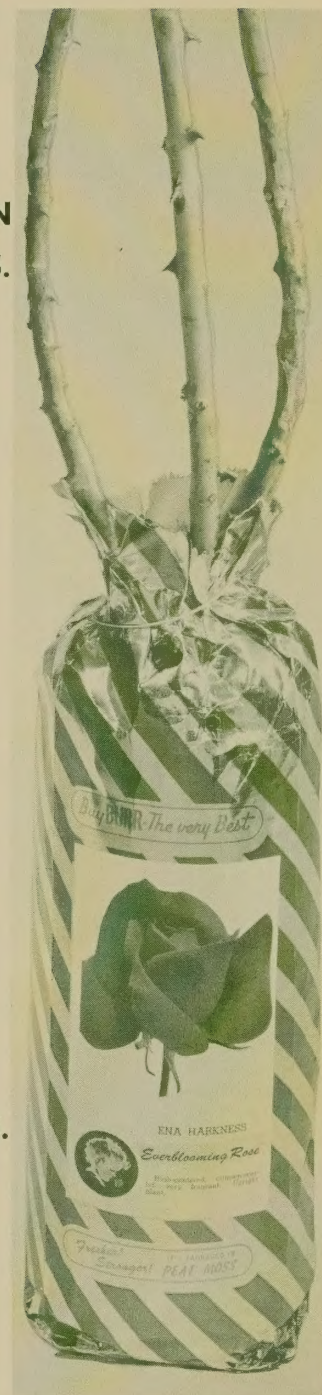
The plant in this package represents the heaviest grade of the non-patented roses that come from our fields. Each package has a 4½" x 8" full-color lithograph attached and contains a generous amount of peat moss. This package is identical with the Patented Pack, except the foil is silver. A premium pack for those who want the best.

NON-PATENTED ROSE BUSHES

in VITA HUME PACK

SELECTED . . . 2 YEARS OLD . . . FIELD GROWN
PRICE EACH \$.75 . . . APPROXIMATE WEIGHT 12 PACKED . . . 30 LBS.

The rose bush in this package is wrapped in a neat, green and silver striped foil outer bag. The roots are protected by a solid packing of moist peat in a water-proof inner wrap. Each package has a full color 3" x 5" illustration and printed planting instructions.



VARIETY LIST FOR ROSES in SILVER FOIL PACKAGE or VITA HUME PACK

Hybrid Teas

The most popular class of roses, ever-blooming from June until frost. Must be ordered in units of 12 of a variety.

RED VARIETIES

Ami Quinard
C. K. Douglas
Crimson Glory
Ena Harkness
Etoile de Hollande
Margaret McGredy
McGredy's Scarlet
Poinsettia
Red Radiance

YELLOW VARIETIES

Eclipse
Golden Charm
Soeur Therese
Yellow Condesa de Sastago

BLENDS

Condesa de Sastago
President Hoover
Talisman

PINK VARIETIES

Betty Uprichard
Edith Nellie Perkins
Picture
Pink Radiance
The Doctor

WHITE VARIETIES

Caledonia
K. A. Victoria
McGredy's Ivory

Hybrid Perpetuals

Extremely hardy rose bushes, blooming throughout month of June with occasional recurrent bloom in fall. Must be ordered in units of 12 of a variety.

RED VARIETY

American Beauty

WHITE VARIETY

Frau Karl Druschki
*(Often called White
American Beauty)*

Floribundas

Low growing ever-blooming varieties, with many blossoms, usually in clusters. Ideal for borders, rose hedges and for landscaping ranch style homes, or where a massed bloom effect is desired.

RED VARIETIES

Floradora
Frensham
Improved Lafayette

PINK VARIETIES

Rosenelfe

WHITE VARIETY

Dagmar Spaeth

Climbers

Old Fashioned Climbing Rose Bushes bloom profusely during May and June. Hybrid Tea Climbers are ever-blooming. Used extensively for arbors, trellises and fences. Must be ordered in units of 12 of a variety.

RED VARIETIES

Improved Blaze
Cli. American Beauty
Cli. Etoile de Hollande
Pauls Scarlet

YELLOW VARIETIES

Cli. Soeur Therese
Cli. P. S. DuPont
Golden Climber

PINK VARIETY

New Dawn

BLENDS

Climbing Talisman
Climbing President Hoover

WHITE VARIETY

White Dawn

BOXED ROSES

2 YEARS OLD . . . FIELD GROWN

PRICE EACH \$.60 . . . APPROXIMATE WEIGHT 24 PACKED . . . 50 LBS.

Roots Kraft wrapped in peat moss and each plant individually boxed in an attractive carton, with full color illustration of variety. Planting instructions on each box. Packed 24 boxed roses to a corrugated container. Must be ordered in assortments as established below.

ASSORTMENT NUMBER		VARIETIES	ASSORTMENT NUMBER		VARIETIES
#1	12	Crimson Glory — red	#6	12	Caledonia — white
	12	Poinsettia — red		12	K. A. Victoria — white
#2	12	Etoile de Hollande — red	#7	12	Blaze — Cli. red
	12	Ami Quinard — red		12	Cli. Etoile de Hollande — cli. red
#3	12	Picture — pink	#8	12	Golden Climber — yellow climber
	12	Edith Nellie Perkins — pink		12	Cli. Talisman — Blends — climber
#4	12	Golden Charm — yellow			
	12	Eclipse — yellow			
#5	12	Talisman — pink and yellow	#9	12	White Dawn — white climber
	12	Condesa de Sastago — red and yellow		12	New Dawn — pink climber
			#10	24	Blaze — climbing red



Miles of Burr rose plants assure an excellent selection of the most saleable varieties.

FLOWERING SHRUBS

FOR LAWN, BORDER OR SCREEN

All of our shrubs are at least two years old, hardy and field grown in the fertile Connecticut Valley. They are well branched and heavily rooted. All have bloomed in the nursery. We package the top grade in glittering gold foil bags and the medium grade in gaily decorated protective bags.

The few special varieties priced slightly higher than others in the same wrap take longer to grow to transplanting size.

Foil wrapped shrubs will have a 4½" x 8" full-color lithograph of the variety on each package. Medium grade shrubs will have a 3" x 5" full-color lithograph of the variety on each package. All shrubs are packed with imported peat moss around the roots to keep them in top condition on your display stands. All are packed twelve of a variety to a carton.

French Hybrid Lilacs

Here's an item that increases in popularity every year. Ours are big and rugged . . . one of the fastest moving items in our line. We wrap them in gold foil bags with full color illustrations of the variety on each bag. As with our whole packaged line, the roots are packed in peat.

VARIETY	HEAVY GRADE	PRICE
Belle de Nancy, (double, satiny rose)		\$1.20
Charles Joly, (double dark crimson)		1.20
Charles X, (single reddish purple)		1.20
Ellen Wilmott, (double white)		1.20
Lucy Baltet, (single coral-pink)		1.20
President Grevy, (double rosy-blue)		1.20

SPECIAL VARIETIES . . . GOLD FOIL WRAPPED . . . HEAVY GRADE APPROXIMATE WEIGHT CARTON OF 12 . . . 50 LBS.

Almond, Pink Flowering—hundreds of delicate, double pink flowers borne along stems	.95
Almond, White Flowering—hundreds of delicate, double white flowers borne along stems	1.00
Beauty Bush—fountain of pale pink, trumpet-shaped flowers	.95
Burning Bush—brilliant scarlet foliage in autumn	.95
Deutzia—dwarf, low-growing, slender branches covered with white branches	.95
Dwarf Burning Bush—brilliant autumn foliage	.95
Lilac, Old-Fashioned — white	.95
Quince Upright Red—cheerful scarlet blooms in early spring, lovely as hedge or specimen plant	.95
Spirea Anthony Waterer—dwarf-growing, free-flowering, rosy crimson blooms	.95
Snowball Old-Fashioned—snowball clusters, striking against rich green foliage in late May	.95
Weigela, Eva Rathke—recurrent trumpet-shaped crimson flowers	.95
Weigela, Vanicek—very vigorous, hardy, deep crimson bloom	.95
Weigela, Variegated—green leaves edged pastel yellow contrast with soft pink	.95
Golden Mock Orange—dwarf with golden foliage, makes wonderful contrast in foundation planting	1.10

POPULAR VARIETIES OF FLOWERING SHRUBS

Packaged in Gold Foil

HEAVY GRADES . . . PRICE EACH \$.90 . . . APPROX. WGT. CARTON OF 12 . . . 50 LBS.

Althea (Rose of Sharon) Pink — large, double pink flowers in late summer
 Althea (Rose of Sharon) Purple — large, double purple flowers in late summer
 Althea (Rose of Sharon) Red — large, double red flowers in late summer
 Althea (Rose of Sharon) White — large, double white flowers in late summer
 (Altheas bloom in mid-summer)
 Barberry — redleaf, handsome maroon foliage, provides all-season accent
 Bridal Wreath, Old-Fashioned — white
 Bridal Wreath, True — upright white
 Butterfly Bush, Ile de France — huge, fragrant, lavender spikes that bloom all summer
 Butterfly Bush, Royal Red — huge, fragrant, deep red spikes that bloom all summer
 Carolina All-Spice — aromatic, fragrance, mahogany red blossom
 ➤ Cranberry, European — white clusters of bloom in late May, red berries in winter
 Deutzia, Pride of Rochester — double white flowers tinted rose
 Dogwood, Coral Bark — dense, cream-white flowers, attractive coral bark in winter

Forsythia, Lynwood Gold — masses of deep gold bloom
 Forsythia, Showy Border — upright grower, bright yellow flowers
 Forsythia, Spring Glory — profusion of sunshine yellow flowers
 Honeysuckle, Pink — vigorous, excellent for screening, wealth of bloom
 Honeysuckle, Red — vigorous, excellent for screening, wealth of bloom
 Hydrangea, Pee Gee — huge white blooms turning bronze in late summer
 Lilac, Purple — old-fashioned fragrant lilac
 Mock Orange, Sweet — very fragrant white flower with golden center
 Mock Orange, Virginal — double white blooms
 Quince, Red Flowering — waxy foliage makes lovely contrast with red flower
 Spirea Froebel's, Red — deep rose flowers that recur all summer
 Spirea Macrothyrsa — pink mist spirea
 Tamarix — feathery foliage, pink sprays of flowers
 Weigela, Pink — sprays of bell-shaped, deep rose bloom

SPECIAL VARIETIES OF FLOWERING SHRUBS

PACKAGED IN DECORATED PROTECTIVE BAG

PRICE EACH \$.70 . . . APPROXIMATE WGT. CARTON OF 12 . . . 30 LBS.

Almond, Pink Flowering
 Almond, White Flowering
 Beauty Bush, Pink — spectacular
 Deutzia, Dwarf — white
 Hydrangea, Hills of Snow
 Lilac, Old-Fashioned — white
 Quince, Upright — deep red
 Snowball, Old-Fashioned

Spirea, Anthony Waterer
 Sweetshrub (Calycanthus), fragrant,
 chocolate-colored flowers
 Weigela, Eva Rathke — crimson
 Weigela, Variegated — pink flowers, leaves
 yellow-edged
 Weigela, Vanicek — red flowers

POPULAR VARIETIES OF FLOWERING SHRUBS

PACKAGED IN DECORATED PROTECTIVE BAG

PRICE EACH \$.60 . . . APPROXIMATE WGT. CARTON OF 12 . . . 30 LBS.

Althea (Rose of Sharon) Pink — large, double pink flowers in late summer	Forsythia, Showy Border — upright grower, bright yellow flowers
Althea (Rose of Sharon) Purple — large, double purple flowers in late summer	Forsythia, Spring Glory — profusion of sunshine yellow flowers
Althea (Rose of Sharon) Red — large, double red flowers in late summer	Honeysuckle, Pink — vigorous, excellent for screening, wealth of bloom
Althea (Rose of Sharon) White — large, double white flowers in late summer (Altheas bloom in mid-summer)	Honeysuckle, Red — vigorous, excellent for screening, wealth of bloom
Bridal Wreath, Old-Fashioned — white	Hydrangea, Pee Gee — huge white blooms turning bronze in late summer
Bridal Wreath, True — upright white	Lilac, Purple — old-fashioned fragrant lilac
Butterfly Bush, Ile de France — huge, fragrant, lavender spikes that bloom all summer	Mock Orange, Sweet — very fragrant white flower with golden center
Butterfly Bush, Royal Red — huge, fragrant, deep red spikes that bloom all summer	Mock Orange, Virginal — double white blooms
Cranberry, European — white clusters of bloom in late May, red berries in winter	Quince, Red Flowering — waxy foliage makes lovely contrast with red flower
Deutzia, Pride of Rochester — double white flowers tinted rose	Spirea Froebel's, Red — deep rose flowers that recur all summer
Dogwood, Coral Bark — dense, cream-white flowers, attractive coral bark in winter	Spirea Macrothyrsa — pink mist spirea
Forsythia, Lynwood Gold — masses of deep gold bloom	Tamarix — feathery foliage, pink sprays of flowers
	Weigela, Pink — sprays of bell-shaped, deep rose bloom

HEDGE PLANTS

Our hedge is two years old or more, northern-grown, well branched, and heavily rooted. We wrap it in peat moss and waterproof paper, ten plants to a bundle, with a full-color illustration and planting instructions attached. Please order in multiples of twelve bundles of a variety.

VARIETY	Grade	Price per Bundle 10	Approx. Wgt. per Bundle
Amur River Privet (Extra Hardy)	12-18"	\$1.30	2 lbs.
California Privet	12-18"	1.10	2 lbs.
Ibodium Privet	12-18"	1.10	2 lbs.
Green Barberry, 2 yr. Seedlings	12-15"	1.35	1 lb.
Red Barberry, 2 yr. Seedlings	12-15"	1.85	1 lb.

FRUIT TREES

Hardy, two-year old, northern-grown trees individually wrapped in same beautiful Gold Foil Bag as roses, with peat moss around roots and large full-color lithograph of variety. Order in units of twelve.

PACKAGED IN GOLD FOIL . . . HEAVY GRADE

VARIETY	Price Each	Approx. Wgt. each Packed
APPLE TREES — STANDARD	1.25	2½ lbs.
<ul style="list-style-type: none"> ➤ Baldwin, Red and crisp, good keeper ➤ Red Delicious, favorite eating apple ➤ Red McIntosh, solid red, heavy yield ➤ Red Stayman's Winesap, large red winter apple ➤ Yellow Delicious, excellent flavor ➤ Red Jonathan, bake, cooking or eating ➤ Red Rome Beauty, bright red ➤ Yellow Transparent, early summer 		
➤ APPLE TREES — DWARF	2.00	2½ lbs.
<ul style="list-style-type: none"> Baldwin Red Delicious Red McIntosh Red Stayman's Winesap Yellow Delicious 		
PEAR TREES — STANDARD	1.25	2½ lbs.
<ul style="list-style-type: none"> ➤ Bartlett, Large, golden yellow with reddish blush ➤ Beurre Bosc, Brownish yellow, juicy, very productive ➤ Clapp's Favorite, Large summer pear 		
➤ PEAR TREES — DWARF	1.75	2½ lbs.
<ul style="list-style-type: none"> Bartlett, Large, golden yellow with reddish blush Clapp's Favorite, Large summer pear Duchess, Greenish yellow, large, heavy bearer 		
PLUM TREES	1.25	2½ lbs.
<ul style="list-style-type: none"> ➤ Abundance, Early, amber turning red, freestone ➤ Stanley, Early, large, dark blue 		
PEACH TREES	1.25	2½ lbs.
<ul style="list-style-type: none"> ➤ Elberta, Yellow freestone, medium early ➤ Golden Jubilee, Early, large yellow, freestone ➤ J. H. Hale, Extra large, yellow, freestone 		
SWEET CHERRIES — 2 Year	1.60	2½ lbs.
<ul style="list-style-type: none"> ➤ Bing, Large, dark red ➤ Black Tartarian, Large, black, juicy 		
SOUR CHERRY — 2 Year	1.25	2½ lbs.
<ul style="list-style-type: none"> ➤ Montmorency, Bright red, excellent for cooking 		

APPLES

Probably all varieties of apples produce higher yields when cross-pollinated. Advise customer to buy two *different* varieties.

PEARS

Same as apples.

PLUMBS

Stanley does not require cross-pollination — Abundance does.

PEACHES

Golden Jubilee and Elberta are self-pollinating. J. H. Hale

is not self-fertile and should be planted with Elberta.

SWEET CHERRIES

All require cross-pollination — plant two *different* varieties.

SOUR CHERRIES

Montmorency is self-pollinating.

FLOWERING and ORNAMENTAL TREES

The tremendous amount of new home building has kept demand for lawn trees climbing. This list includes most of the more popular varieties — in sizes which are easy to transplant — priced to sell. Wrapped in eye-appealing Gold Foil Bag, in peat moss, with full-color lithograph of the variety. Order in units of twelve of a variety.

VARIETY	Grade	Price Each	Approx. Wgt. each Packed
DOUBLE FLOWERING PLUM, <i>Prunus Triloba Plena</i> (Rose Tree of China)	3-4 ft.	1.35	2½ lbs.
A lovely delicate tree covered with double pink blossoms in Spring. Grows to 8 feet.			
EUROPEAN MOUNTAIN ASH, <i>Sorbus Aucuparia</i>	5-6 ft.	2.75	2½ lbs.
Clusters of white flowers in late spring followed by bright orange berries in summer and winter. Thrives in partial shade.			
FLOWERING CRAB APPLES, <i>Malus</i>	4-5 ft.		2½ lbs.
➤ ALMEY CRAB — Large crimson bloom, scarlet fruit.		2.35	
CARMINE CRAB — Carmine buds and flowers. Glossy green foliage.		1.75	
➤ DOLGO CRAB — White flowers 2" in diameter red fruit.		1.75	
➤ ELEY CRAB — Pink bloom in May followed by large red fruit. Reaches 15 to 20 ft. in height.		1.75	
➤ HOPA CRAB — Spectacular display of purple-red flowers.		1.75	
➤ RED FLESH CRAB — Striking, greenish bronze foliage. Bright pink flowers.		1.75	



FLOWERING and ORNAMENTAL TREES (cont.)

VARIETY	Grade	Price Each	Approx. Wgt. each Packed
FLOWERING CHERRY, <i>Prunus Kwanzan</i> One of the most popular of all ornamentals. This is the tree that brings so many visitors to Washington every year. Deep pink flowers. Tree branches from ground up.	3-4 ft.	3.50	2 lbs.
FLOWERING PEACH, <i>Prunus Persica</i> Satin double pink flowers.	4-5 ft.	1.75	2½ lbs.
Vivid double red flowers.	4-5 ft.	1.75	2½ lbs.
PAULS SCARLET HAWTHORN, <i>Crataegus</i> Large double scarlet flowers on a small tree about 12-15 ft. high. Spectacular in May.	4-5 ft.	3.25	2 lbs.
➤ PURPLE LEAF PLUM, <i>Prunus Blireiana</i> Newport Leaves are pinkish purple and tree is covered with a mass of white flowers in spring. Ideal for accent.	4-5 ft.	2.00	2½ lbs.
➤ PURPLE LEAF PLUM, Thundercloud Finest of the Purple Leaf Plums. Very hardy.	4-5 ft.	2.35	2½ lbs.
RED BUD (Judas Tree) <i>Cercis Canadensis</i> One of the hardiest of all flowering trees, covered with thousands of tiny lilac pink blossoms, followed by dark green heart-shaped leaves.	3-4 ft.	1.85	2 lbs.
TREE HYDRANGEA This tree blooms in late summer. Has huge white panicles changing from rose to bronze.	3-4 ft.	1.85	2 lbs.
WEeping WILLOW, GOLDEN, <i>Salix niobe</i> Perennial favorite. Graceful, weeping golden branches.	5-6 ft.	1.85	2½ lbs.

HOW TO SELL

Give packaged roses and shrubs and trees a prominent spot in your advertising. The powerful appeal of living plants builds profitable traffic.

Give your packaged plants a front-of-the-store location. The eye-catching silver and gold wrappers and the promise of beautiful blooms create an irresistible desire to buy. Unless your customers get a really good look at them, you will lose many dollars worth of impulse sales.

And remember, every purchase of plants makes a prospect for tie-in sales of plant food, fertilizers, sprays, dusts, insecticides, etc. Up your

profits still more by suggesting the extra beauty of plants in several different colors. With roses, for example, always present the idea of a *rose garden*. With shrubs suggest the glamour of a variety of shrubs to give color all season long.

It's surprising the number of people who do not know about the wonderful flexibility of roses. So be sure to mention the many ways roses can beautify their landscape — in between foundation plantings, in low borders, in a separate bed of roses, on fences, trellises, arbors, over the doorway or on a lamppost — to name just a few. The more your customers know — the more they buy!

HOW TO DISPLAY

Mass your packaged plants together. They'll make a dramatic display. Plants do best in a cool location. If at all possible, provide cover for your display to protect both packages and plants from the weather. Raised displays will also increase your sales since it has been proven time and time again that customers prefer not to bend down to examine stock. Hang a large

sign in front of your display with wording like this: "Grow Gorgeous BURR ROSES". (It's surprising the number of new gardeners who can not identify roses unless they are in bloom.)

When sprouts appear on the canes, let them grow. However, desprout them if they grow longer than two inches.

HOW TO ANSWER QUESTIONS

1. Why are the canes of the rose bushes coated with wax?

ANSWER: The retaining of moisture is probably the most important requirement for healthy growth on a newly planted rose bush. Application of a protective wax coating helps seal in the moisture so that prompt root action will develop.

2. Will roses bloom more than once during the season?

ANSWER: Nearly all present day roses in commercial production will continue to bloom during the season. However, the amount of bloom varies considerably during certain periods depending on temperature, rainfall, nutrition, etc.

3. Should roses and shrubs be given a plant food at the time of planting?

ANSWER: If adequate soil preparation has been made, we recommend that no fertilizing be done until four to six inches of new growth has been attained. If soil is poor, modest applications of a balanced commercial fertilizer, such as 5-10-5, may be applied provided that special care is taken to avoid contact of fertilizer with root system of plant.

5. Do rose bushes require a lot of care once they are planted?

ANSWER: No! A weekly application of a good, all-purpose insecticide-fungicide should protect your plants from most plant pests and diseases.

7. Should roses or shrubs be pruned at the time of planting?

ANSWER: *Very definitely, yes.*

It is very necessary to cut off all canes of rose bushes to about eight inches at time of planting. If not done, the long canes will demand too much food from the roots and be an excessive strain on them during the critical weeks when the plant is getting used to its new location.

4. How often and by what method should plants be watered?

ANSWER: At planting time roses and shrubs require as an absolute minimum the application of a ten quart bucket of water poured directly into the hole. In the absence of rain or in dry localities, supplemental watering should be made at least twice weekly and this should consist of a thorough soaking applied slowly and to the ground beneath the plant rather than to the foliage. If the season is rainy, additional watering may prove unnecessary and even harmful.

6. What is a two year old field grown rose bush?

ANSWER: All BURR roses have been grown in the field for two full growing seasons and have already bloomed in the nursery row.

8. What is a patented rose?

ANSWER: A patented rose is the creation of a rose hybridizer who has developed a variety sufficiently new and distinct from any other rose that the Plant Patent Office has granted him an exclusive patent for a period of seventeen years. A typical patented rose may be the result of thousands of crosses before a plant is found remarkable enough to warrant the issuance of a patent.

9. What does A.A.R.S. mean?

ANSWER: A.A.R.S. represents the All America Rose Selections Inc., a group of the major rose hybridizers and growers in the United States, of which C. R. BURR & Co. is a charter member. This body supervises the nation-wide two year trials, wherein new varieties are carefully examined for their performance under all kinds of conditions and finally judged as to whether or not they merit an award from A.A.R.S. as a truly *All American* rose.



of **QUALITY...**
VARIETY...
SERVICE...

BURR builds your business

Sixty years old, and we've only just begun to grow! C. R. Burr & Company has been Growing since '98. We were one of the very first firms to offer individually packaged plants years ago, and today are one of the ten largest wholesale nurseries in the United States. Yet we believe we've only just begun to grow because of the unlimited possibilities of sales of nursery stock to the public through the dealer.

Our size gives you an excellent choice of plants — one source for practically all your needs. Our long experience gives you quality you can count on. Our firm policy — **SALES THROUGH THE DEALER, NEVER SOLD BY MAIL** — assures you of service and an interest in *your* welfare that will build your business as it has for thousands of dealers in twenty-three states.



Over a million rose bushes can be stored at scientifically controlled temperatures in our huge, new warehouse. Modern handling techniques speed deliveries to dealers in 23 states.



Charles S. Burr
President



C. E. Hogan
*Vice President and
 General Manager*



Weldon Miner
Sales Manager

YOUR BEST BUY IN

ROSES

Exclusive waxing process keeps canes green and healthy.

No-rust wire clasp.

Strong, hardy and vigorous canes.

Genuine aluminum foil unmatched for eye appeal.

Big, sales-stimulating picture.

Customers have confidence in this trademark.

Complete planting instructions.

Genuine imported peat moss retains life-giving moisture longer.

Plenty of "heft" to the package. Average circumference is 16"!

C. R. BURR & Co., Inc., MANCHESTER, CONNECTICUT
TELEPHONE: MI 3-1561